

Message Text

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SUBJECT: U.S. COMMERCIAL PRESENCE FAIRS PROGRAM

REF: A-9254, NOVEMBER 8, 1973; STATE 243170;

HELSINKI A-297, NOVEMBER 25, 1972

BEGIN SUMMARY: ORGANIZATION BY COMMERCE OF AN EXHIBIT OF NEW-TO-EXPORT AND NEW-TO-MARKET FIRMS AT THE INTERNATIONAL TECHNICAL FAIR IN HELSINKI SEPTEMBER 1975 IS RECOMMENDED. THE EXHIBIT COULD FEATURE SOME OF THE PRODUCT CATEGORIES OF MACHINERY AND EQUIPMENT SET FORTH IN HELSINKI A-297, PRODUCT PRIORITY LISTING. THE 1975 EXHIBITION WILL INAUGURATE THE NEW EXHIBITION CENTRE AND U.S. PARTICIPATION WOULD PROVIDE AN OPPORTUNITY FOR PROMOTING FINLAND AS A POTENTIAL MARKET TO U.S. BUSINESS WITH A VIEW TO RAISING OUR LOW (4.4PERCENT) MARKET SHARE. END SUMMARY

1. PARTICIPATION IN THE HELSINKI INTERNATIONAL TECHNICAL FAIR IN SEPTEMBER 1975 IS RECOMMENDED. THE 1973 EDITION OF THIS FAIR, FEATURING INDUSTRIAL ELECTRONICS, ELECTRICAL INDUSTRY, MACHINE TOOLS, HYDRAULICS AND PNEUMATICS, WAS WELL ORGANIZED AND ENTHUSIASTICALLY RECEIVED BY PARTICIPANTS AND 95,000 BUSINESS VISITORS. THE POLICY OF LIMITING VISITORS MAINLY TO BUSINESSMEN WAS ENDORSED BY ALL AS IT ENSURED THE SERIOUS NATURE OF ENQUIRIES. NEARLY 100 U.S. COMPANIES' PRODUCTS WERE DISPLAYED BY

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LOCAL AGENTS.

2. THE SEPTEMBER 1975 FAIR WILL AFFORD AN UNUSUAL OPPORTUNITY FOR U.S. PARTICIPATION SINCE THIS SHOW WILL INAUGURATE THE NEW HELSINKI INTERNATIONAL EXHIBITION CENTRE. NOW UNDER CONSTRUCTION, THIS CENTRE OF TWO LARGE HALLS AND ADMINISTRATIVE WING, TOTALLING 34,600 SQ. METERS, IS LOCATED IN AN AREA OF 11 HECTARES.

3. A-297 (NOV. 25, 1972) IDENTIFIED PRODUCT CATEGORIES THAT PRESENTED GOOD POSSIBILITIES FOR EXPANSION OF U.S. EXPORTS. UNDER THE HEADING "MACHINERY" WERE LISTED EIGHT CATEGORIES APPROPRIATE FOR EXHIBITION AT A TECHNICAL FAIR, INCLUDING MACHINE TOOLS, PAPER MAKING MACHINERY, MECHANICAL HANDLING EQUIPMENT, ELECTRIC POWER MACHINERY AND OTHER CATEGORIES. DURING THE FOUR-YEAR PERIOD UNDER REVIEW, IMPORTS OF THESE CATEGORIES INCREASED BY 61 MILLION DOLLARS WITH THE U.S. SHARE OF TOTAL IMPORTS VARYING FROM 1.3 TO 19PERCENT. THE EMBASSY IS IN THE PROCESS OF UPDATING THE REFERENCE AIRGRAM, BUT BELIEVES THE ABOVE PRODUCT CATEGORIES AS WELL AS OTHERS CITED IN A-297 CONTINUE TO REPRESENT VALID TRADE OPPORTUNITIES.

4. FINLAND RANKS IN THE TOP 20 OF THE WORLD'S IMPORTING NATIONS. THE U.S. HAS A LOWER SHARE OF THE MARKET IN FINLAND(4.4 PERCENT) THAN OUR SHARE IN ANY OTHER EUROPEAN COUNTRY EXCEPT AUSTRIA. IN MOST EUROPEAN COUNTRIES OUR MARKET SHARE IS BETWEEN 6-10PERCENT, UP TO 15.8PERCENT IN THE CASE OF SPAIN. (SEE "COMMERCE TODAY", AUGUST 6, 1973, PAGES 28-29).

5. TO INCREASE U.S. SALES TO FINLAND RAISING OUR SHARE OF THE MARKET TO PARALLEL THE LEVEL IN OTHER EUROPEAN COUNTRIES, THE EMBASSY RECOMMENDS AN EXHIBITION OF NEW-TO-MARKET AND NEW-TO-EXPORT FIRMS RECRUITED BY COMMERCE IN THE U.S.A. THE EMBASSY FREQUENTLY HEARS FROM FINNISH BUSINESSMEN THE LAMENT THAT U.S. FIRMS DO NOT SHOW ENOUGH INTEREST IN FINLAND. TO FOCUS ATTENTION ON EXISTING OPPORTUNITIES IN FINLAND, A CAMPAIGN AMONG U.S. BUSINESS SHOULD BE UNDERTAKEN AND ORGANIZATION OF UNCLASSIFIED

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PARTICIPATION IN THE 1975 HELSINKI TECHNICAL FAIR BY THE DEPARTMENT OF COMMERCE WOULD PROVIDE A GOOD OPPORTUNIT FOR SUCH A CAMPAIGN.

6. ACTION RECOMMENDED: THAT THE DEPARTMENT OF COMMERCE PROGRAM PARTICIPATION IN THE SEPTEMBER 1975 HELSINKI TECHNICAL FAIR USING THIS OCCASION AS A VEHICLE TO PROMOTE INTEREST IN THE FINNISH MARKET AMONG U.S.

BUSINESSMEN AND ORGANIZE AN EXHIBIT COMPOSED OF NEW-
TO-MARKET AND NEW-TO-EXPORT FIRMS.
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